2011 - 2012 NDDOT Media Calendar

October 2011	November 2011	December 2011	January 2012
M Tu W Th F Sa Su	M Tu W Th F Sa Su	M Tu W Th F Sa Su	M Tu W Th F Sa Su
26 27 28 29 30 1 2	31 1 2 3 4 5 6	28 29 30 1 2 3 4	26 27 28 29 30 31 1
3 4 5 6 7 8 9	7 8 9 10 11 12 13	5 6 7 8 9 10 11	2 3 4 5 6 7 8
10 11 12 13 14 15 16	. 14 15 16 17 18 19 20 .	12 13 14 15 16 17 18	9 10 11 12 13 14 15
17 18 19 20 21 22 23	21 22 23 24 25 26 27	19 20 21 22 23 24 25	16 17 18 19 20 21 22
24 25 26 27 28 29 30	:	•	23 24 25 26 27 28 29
February 2012	March 2012	April 2012	May 2012
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	M Tu W Th F Sa Su 27 28 29 1 2 3 4	M Tu W Th F Sa Su 26 27 28 29 30 31 1	M Tu W Th F Sa Su 30 1 2 3 4 5 6
30 31 1 2 3 4 5 6 7 8 9 10 11 12	5 6 7 8 9 10 11	20 27 28 29 30 31 1	7 8 9 10 11 12 13
12 14 15 16 17 19 10	12 13 14 15 16 17 18	9 10 11 12 13 14 15	14 15 16 17 18 19 20
20 21 22 23 24 25 26	19 20 21 22 23 24 25	16 17 18 19 20 21 22	21 22 22 24 25 26 27
20 21 22 25 24 25 20	19 20 21 22 23 24 23	23 24 25 26 27 28 29 ·	21 22 25 24 25 20 27
•••••		25 24 25 20 27 20 29	
June 2012	July 2012	August 2012	September 2012
M Tu W Th F Sa Su	M Tu W Th F Sa Su	M Tu W Th F Sa Su	M Tu W Th F Sa Su
28 29 30 31 1 2 3	25 26 27 28 29 30 1	30 31 1 2 3 4 5	27 28 29 30 31 1 2
4 5 6 7 8 9 10	2 3 4 5 6 7 8	6 7 8 9 10 11 12	3 4 5 6 7 8 9
11 12 13 14 15 16 17	9 10 11 12 13 14 15	13 14 15 16 17 18 19	10 11 12 13 14 15 16
18 19 20 21 22 23 24	: 16 17 18 19 20 21 22	20 21 22 23 24 25 26	17 18 19 20 21 22 23
	23 24 25 26 27 28 29	•	24 25 26 27 28 29 30
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October 3-9, 2011: Distracted Driving - Statewide October 10-20, 2011: Parents LEAD - Statewide	January 13-21, 2012: Occupant Prote Media Message: Click It or Ticket		npaired Driving Enforcement Focus on, NE Region Grand Forks

October 14-31, 2011: Impaired Driving Enforcement Focus

Media Message: Drive Sober or Get Pulled Over

October 14-15, 2011 - Southwest Region Dickinson

October 14-23, 2011 - Southwest Region Bismarck

October 21-29, 2011 - Northeast Region Devils Lake

October 21-31, 2011 - Northwest Region Minot

October 28-29, 2011 - Northeast Region Grand Forks

October 28-31, 2011 - Southeast Region Fargo

November 11-19, 2011: Occupant Protection Enforcement Focus - Statewide

Media Message: Click It or Ticket

November 11-19, 2011: Impaired Driving Enforcement Focus

- Southeast Region Jamestown

Media Message: Drive Sober or Get Pulled Over

November 21-30, 2011: Parents LEAD - Statewide

December 2-3, 2011: Impaired Driving Enforcement Focus

- Northwest Region Williston

Media Message: Drive Sober or Get Pulled Over

December 12-31, 2011: Impaired Driving Social Norming Focus - Statewide

Media Message: Don't Forget TODD; Kilde

Note: Dates and promotions may change. Last update: May 13, 2012.

January 16-Feb 5, 2012: Impaired Driving Social Norming Focus - Statewide Media Message: Don't Forget TODD; Kilde

Impaired Driving Enforcement Focus

Media Message: Drive Sober or Get Pulled Over

Jan. 21-Feb. 5, 2012 - Northwest Minot

February 3-12, 2012 - Southwest Region Bismarck

Feb. 13-Mar. 8, 2012: Occupant Protection Social Norming Focus - Statewide Media Message: TBD

March 9-17, 2012: Impaired Driving Enforcement Focus

- SE Region Jamestown; NE Region Devils Lake

March 16-24, 2012: Impaired Driving Enforcement Focus

- NW Region Williston, NE Region Grand Forks, SE Region Fargo, SW Region Dickinson

Media Message: Drive Sober or Get Pulled Over

April 2-8, 2012 Distracted Driving - Statewide

April 9-26, 2012: Impaired Driving Social Norming Focus - Statewide Media Message: Don't Forget TODD; Kilde

May 1-15, 2012: Motorcycle Safety - Statewide

May 4-13, 2012: Occupant Protection Social Norming Focus - Statewide Media Message: TBD

Media Message: Drive Sober or Get Pulled Over

May 14-28, 2012: Occupant Protection Enforcement Focus - Statewide

Media Message: Click It or Ticket

May 18-28, 2012: Impaired Driving Enforcement Focus

- NW Region Minot

Impaired Driving Enforcement Focus

Media Message: Drive Sober or Get Pulled Over

June 8-17, 2012 - Southeast Region Fargo

June 8-23, 2012 - Southeast Region Jamestown

June 15-24, 2012 - Southwest Region Bismarck

June 21-30, 2012 - Southwest Region Dickinson

June 22-30, 2012 - Northeast Region Devils Lake

July 4-12, 2012: Occupant Protection Social Norming Focus - Statewide Media Message: TBD

July 13-21, 2012: OP Enforcement - Statewide

Media Message: Click It or Ticket

July 30-Aug 19, 2012 ID Social Norming - Statewide

Media Message: Don't Forget TODD; Kilde

August 17-Sept. 3, 2012: Impaired Driving Enforcement Focus - Statewide Media Message: Drive Sober or Get Pulled Over